

复旦博学



新世纪
广播电视教程
·
当代

广播电视 专业英语教程

邓惟佳 朱 晔 主编

复旦大学出版社

复旦博学



广播电视 专业英语教程

邓惟佳 朱 晔 主 编
王 正 蒋昕宇 副主编
陆 晔 审 阅

复旦大学出版社

图书在版编目(CIP)数据

广播电视专业英语教程/邓惟佳等主编. —上海:复旦大学出版社,2010.9
(复旦博学·当代广播电视教程)
ISBN 978-7-309-07540-3

I. 广… II. 邓… III. 英语-高等学校-教材 IV. H31

中国版本图书馆 CIP 数据核字(2010)第 160598 号

广播电视专业英语教程

邓惟佳 等主编

出品人/贺圣遂 责任编辑/李 婷

复旦大学出版社有限公司出版发行

上海市国权路 579 号 邮编:200433

网址:fupnet@fudanpress.com <http://www.fudanpress.com>

门市零售:86-21-65642857 团体订购:86-21-65118853

外埠邮购:86-21-65109143

上海崇明南海印刷厂

开本 787×960 1/16 印张 11.75 字数 187 千

2010 年 9 月第 1 版第 1 次印刷


印数 1—4 100

ISBN 978-7-309-07540-3/H·1539

定价:22.00 元

如有印装质量问题,请向复旦大学出版社有限公司发行部调换。

版权所有 侵权必究



“博学而笃志，切问而近思。”

(《论语》)

博晓古今，可立一家之说；
学贯中西，或成经国之才。

复旦博学 · 复旦博学 · 复旦博学 · 复旦博学 · 复旦博学 · 复旦博学

作者简介

邓惟佳 博士，现任上海外国语大学新闻传播学院广播电视新闻学专业主任，上海外国语大学新闻发言人。

毕业于南京师范大学新闻与传播学院广播电视新闻学专业，获文学学士学位；曾有多年电视台记者的职业经历；后赴英国留学，获英国利兹大学传播学硕士学位；2004年起在上海外国语大学新闻传播学院任教；2009年获得复旦大学新闻学院广播电视学博士学位。在《国际新闻界》、《中国广播电视学刊》、《新闻界》等国家级核心期刊上发表科研论文近10篇，著有《迷与迷群：媒介使用中的身份认同建构》一书，并参编教育部专业教材，编写专业英语词典。

朱晔 副教授，现任上海外国语大学新闻传播学院副院长。

上海外国语大学博士，上海交通大学博士后，新加坡南洋理工大学和英国利兹大学访问学者。主要研究方向：应用语言学、计算机辅助外语教学、双语教育和跨文化交际学，已出版《广告英语教程》、《英语演讲与辩论》、《外语学习策略培训研究》等教材与专著，并参编多部著作与教材，在国际、国内学术会议和中文核心期刊发表论文10余篇。

内 容 提 要

本书是上海外国语大学新闻传播学院的广播电视学、英语教学和教学设计三方面专家通力合作的成果,包括10个单元,内容涉及广播电视新闻、广播电视制作、广播电视全球化和广播电视技术等主要方面。每个单元由话题讨论、课文学习、补充阅读、项目实践和词汇扩展等五个部分组成。

本书从国外原版教材、专著和英文网站选取了具有语言典型性、专业前沿性的材料,针对国内广播电视英语教学的实际进行了改编,目的是让学习者系统学习广播电视领域的英语原版材料,培养他们用英语沟通专业话题的能力。此外,课文注释和课后练习等为学习者提供了较详尽的学习指导,有助于他们理解课文内容、深化英语语言学习和提高英语运用能力。

全书内容丰富,体例清晰,具有很强的教学操作性,可供广播电视学专业本科生、研究生和各级电台、电视台的从业人员使用。

前言

Foreword

本书是上海外国语大学新闻传播学院的广播电视学、英语教学和教学设计三方面专家通力合作的成果,使用对象主要是广播电视学专业的本科生和研究生,也可用作各级电台、电视台从业人员进行专业英语培训的中高级教材。根据设计要求,使用本书的学习者一般应具备大学英语四级的英语水平。通过本书的学习,学习者可以提高运用英语进行国际学术交流和开展实际工作的能力。

本教程由十个单元组成,第一、二单元对全球范围内知名的电台、电视台作整体介绍,希望学生对一些著名媒体有所了解和关注;第三、四单元侧重广播电视的制作层面,对媒体制作过程中的一些环节进行了细致的阐释,希望学生通过课堂学习、讨论和课后实践掌握相关知识;第五、六单元对广播电视节目类型中“新闻”这一主要节目形态进行了说明,学生通过课堂和自主学习将会对新闻采制进行实践和进一步思考;第七、八单元从众多受欢迎的媒体和节目中挑选出“电视真人秀节目”和“音乐电台”作为话题,让学生通过学习对比较流行的节目样式和媒介有所了解和思考;最后两个单元的主题是目前广播电视领域中比较前沿的话题:全球化和新技术,希望学生在学习基本内容的基础上能进行深度思考和讨论。

本教程中每个单元包括 Discussion(讨论)、Text(课文)、Supplementary Reading(补充阅读)、Projects(项目实践)和 Term-expansion(词汇扩展)等五个部分。第一部分的 Discussion(讨论)希望通过短小精悍的文字唤起学习者的背景知识,回忆与本单元教学内容相关的专业知识,引起他们的学习兴趣。第二部分 Text(课文)选取了具有语言典型性、专业前沿性的文章,目的是让学习者系统学习广播电视领域的英语原版材料,培养他们用英语沟通专业话题的能力。第三部分 Supplementary Reading(补充阅读)提供了与课文内容相近或相关的英语原版文章供学习者课外阅读,目的是帮助学习者扩大相关知识面,加深对本领域的了解,同时巩固专业术语等表达方式。第四部分 Projects(项目实践)设计了多种形式的小组项目和个人项目,让学习者通过项目实践来提高用英语表达专业话题、解决实际问题的能力。第五部分 Term-expansion(词汇扩展)提供了与本单元教学主题相关的专业词汇,帮助学习者扩大专业词汇量。在本教材中,我们还通过课文注释、课后练习等各种方式,为学习者提供了较详尽的学习指导,希望对他们理解课文内容、深化英语语言学习、提高英语运用能力起到积极的作用。

教材仅仅是教学或培训过程中的一个组成部分,学习效果如何,很大程度上取决于学与教的方法。有学习者仅仅把英语作为一种知识来学习,忽略语言基本功的训练;也有不少人片面追求学习捷径,只注重应试能力。这些学习方法往往导致英语学习效率低下。我们希望使用本书的学习者在学习过程中不要仅仅停留在看懂(理解)的要求上,应高度重视英语听说读写译基本功的自我训练。学习英语的方法很多,因人而异,但我们觉得勤学苦练、多读多背还是提高专业英语表达能力的最有效的方法。此外,我们还希望学习者重视培养学习的自我调控能力。例如,在使用本教材时,可根据总体教学目的,为自己制定一份学习计划,列出详细的学习目标、学习进度、学习策略和自我测评的方法等。这有助于培养终身学习的习惯和能力。

在教学中,教师应始终注重激发学习者的学习兴趣。在讲解课文时,应注

意分量适中,建议适当穿插提问和练习,以便于学习者消化理解。为提高教学效率,应要求学习者课前预习,带着问题听课。教师也可以根据实际情况调整教学内容,或另行设计相关教学活动。此外,教师应该鼓励学习者积极、主动参与教学,及时提供反馈,让学习者随时了解自己的学习情况。

本书编著分工如下:由邓惟佳和朱晔提出编写主旨;蒋昕宇负责教材的总体教学设计;邓惟佳确定全书内容框架;朱晔设计、编写全部练习,并对全书进行统稿;王正对课文的语言作了必要的删节或改写,并编写了要点注释。

复旦大学新闻学院广播电视学系博士生导师陆晔教授从本书的设计、编写到完成,始终给予了热情的关注,并提出了许多建设性的意见和建议。书稿完成后,她又认真审阅了全书。在此,我们对陆晔教授致以衷心的感谢!

最后,要真诚地感谢本书的责任编辑黄文杰老师。从选题到发稿的整个过程中,他倾注了大量的心血,他那“甘为他人作嫁衣”的精神令我们深受感动!

主 编

2010年4月13日

目 录

Contents

前言	1
UNIT 1 International Radio Broadcasters	1
第一单元 国际电台	1
UNIT 2 The Global Institutions of Television	16
第二单元 国际电视台	16
UNIT 3 Radio Production	35
第三单元 广播制作	35
UNIT 4 TV Production	49
第四单元 电视制作	49
UNIT 5 Radio Journalism	67
第五单元 广播新闻	67
UNIT 6 TV Journalism	81
第六单元 电视新闻	81

UNIT 7 Reality TV	99
第七单元 电视真人秀	99
UNIT 8 Music Radio	116
第八单元 音乐电台	116
UNIT 9 Global Broadcasting	132
第九单元 全球化的广播电视	132
UNIT 10 Broadcasting Technology	151
第十单元 广播电视技术	151
 Reference Answer	 174
参考文献	179

UNIT 1

International Radio Broadcasters

第一单元 国际电台

Part one. Discussion

第一部分：讨论

Radio broadcasting is an audio (sound) broadcasting service, traditionally broadcast through the air as radio waves (a form of **electromagnetic**¹ radiation) from a **transmitter**² to an **antenna**³ and thus to a receiving device. Stations can be linked in radio networks to broadcast common programming, either in **syndication**⁴ or **simulcast**⁵ or both. Audio broadcasting also can be done via cable FM, local wire networks, satellite and the Internet. The best known type of radio station are the ones that broadcast via radio waves. These include foremost AM and FM stations. Several **subtypes**⁶, namely commercial, public and nonprofit varieties as well as student-run campus radio stations and hospital radio stations can be found throughout the developed world.

Vocabulary and Notes 词汇与注释

1. **electromagnetic** /ˌɪlektərəʊ'mæɡnɪtɪk/ *adj.* 电磁的。由 electro-(电的) 和

magnetic(磁的)拼合而成。

2. **transmitter** /trænz'mɪtə/ *n.* (无线电)发射机。
3. **antenna** /æn'tenə/ *n.* a device that sends and receives television or radio signals 天线。注意: 复数形式为 antennae。
4. **syndication** /ˌsɪndɪ'keɪʃən/ *n.* 企业联合组织化; 辛迪加化。源自 syndicate /'sɪndɪkət/ *n.* 辛迪加, 即企业联合组织。
5. **simulcast** /'sɪməlkɑ:st/ *n.* a program which is broadcast at the same time on radio and television, or on more than one channel 同步播放。由 simultaneous(同时的)和 broadcast(播放)拼缀构成。
6. **subtype** /'sʌbtaɪp/ *n.* 亚类; 子类型。前缀 sub-表示“在下面”、“次于”、“亚”, 如 subdivide *v.* 进一步细分, subculture *n.* 亚文化。

Question 问题

What is your general impression on radio broadcasting in China? Please give examples to illustrate your ideas.

Part Two. Text

第二部分: 课文

BBC Radio Broadcasting

BBC is the world's largest broadcasting corporation. It has 28,500 employees in the United Kingdom alone with an annual budget of more than £4 billion/\$8 billion. As a public service broadcaster, the BBC is a **quasi-autonomous**¹ public corporation. The Corporation is run by the BBC Trust; and it is, **per its charter**², supposed to be “free from both political and commercial influence and answers only to its viewers and listeners”.

The BBC has five major national stations:

Radio 1 (“the best new music and entertainment”)

Radio 2 (the UK's most listened to radio station, with 12.9 million weekly listeners)

Radio 3 (specialist-interest music such as classical, world, arts, drama and jazz)

Radio 4 (current affairs, drama and comedy)

Radio 5 Live (24 hour news, sports and talk)



In recent years, some further national stations have been introduced on digital radio platforms including Five Live Sports Extra (a companion to Five Live for additional events coverage), 1Xtra (for black, urban and **gospel**³ music), 6 Music (less **mainstream**⁴ **genres**⁵ of music), BBC 7 (comedy, drama & children's programming) and BBC Asian Network (British South Asian talk, music and news in English and in many South Asian languages), a station which had evolved from BBC Local Radio origins in the 1970s and still is broadcast on Medium Wave frequencies in some parts of England. In addition, the BBC World Service is now also broadcast nationally in the UK on DAB.

There is also a network of local stations with a mixture of talk, news and music in England and the Channel Islands as well as national stations (Nations' radio) of BBC Radio Wales, BBC Radio Cymru (in Welsh), BBC Radio Scotland, BBC Radio nan Gaidheal (in Scots Gaelic), BBC Radio Ulster, and BBC Radio Foyle.

For a world-wide audience, the BBC produces the BBC World Service funded by the Foreign Office, which is broadcast worldwide on shortwave radio, and on DAB Digital Radio in the UK. The World Service is a major source of news and information programming and can be received in 150 capital cities worldwide, with a weekly audience **estimate**⁶ of 163 million listeners worldwide. The Service

currently broadcasts in 33 languages and dialects (including English), though not all languages are broadcast in all areas.

In 2005, the BBC announced that it would **substantially**⁷ reduce its radio broadcasting in Eastern European languages and divert resources instead to a new Arabic language satellite TV broadcasting station (including radio and online content) in the Middle East launched in 2007. Since 1943, the BBC has also provided radio programming to the British Forces Broadcasting Service, which broadcasts in countries where British troops are stationed.

All of the national, local, and regional BBC radio stations, as well as the BBC World Service, are available over the Internet in the RealAudio streaming format. In April 2005, the BBC began trials offering a limited number of radio programs as **podcasts**⁸.

Historically, the BBC was the only (legal) radio broadcaster based in the UK mainland until 1967, when University Radio York (URY), then under the name Radio York, was launched as the first (and now oldest) legal independent radio station in the country. However, the BBC did not enjoy a complete **monopoly**⁹ before this as several **Continental**¹⁰ stations (such as Radio **Luxembourg**¹¹) broadcast programs in English to Britain since the 1930s and the Isle of Man based Manx Radio began in 1964.

▼ Vocabulary and Notes 词汇与注释

1. **quasi-autonomous** *adj.* 准自治的。前缀 quasi-表示“半”、“似”、“准”，例如：a quasi-official body 半官方团体；quasi-judicial 准司法性的。
2. **per its charter** 根据公司章程。**per** 在旧用法中表示“根据”，如 The books were sent per express. 用快递将书运去。现在常用的形式是 as per。**charter** /'tʃɑ:tə/ *n.* a formal document describing the rights, aims, or principles of an organization or group of people(公司的)章程。

3. **gospel** /'gɒspəl/ *n.* (或作 **gospel music**) a style of religious music that uses strong rhythms and vocal harmony, it is especially popular among black Christians in the southern United States of America 福音音乐。名称源于 Gospel, 即圣经中的《福音书》。
4. **mainstream** /'meɪnstri:m/ *n.* the most usual ideas or methods, or the people who have these ideas or methods 主流。
5. **genre** /ʒɑ:nr/ *n.* a particular type of art, writing, music etc, which has certain features that all examples of this type share (文艺作品的) 类型。例如: Novel and short story are different genres. 长篇小说和短篇故事是不同的类别。
6. **estimate** /'estɪmənt/ *n.* an approximate calculation of a quantity or value 估计数; 估价。例如: The expert's estimate is that the painting is worth \$3,000. 专家估计这幅画值 3 000 元。
7. **substantially** /səb'stænj(ə)li/ *adv.* to a great extent or degree 大体上。例如: The terms of sale, the banker pointed out, had already been substantially agreed. 那位银行家指出, 出售的条件已经大体上谈妥了。
8. **podcast** /pɒd'kɑ:st/ *n.* the method of distributing multimedia files, such as audio or video programs, over the Internet using syndication feeds, for playback on mobile devices and personal computers 播客(诞生于 2005 年, 由苹果的 ipod 和 broadcast 两个单词拼缀合成)。
9. **monopoly** /mə'nɒpəli/ *n.* sole right to supply or trade in some commodity or service 专营权; 专卖权; 垄断。例如: In some countries, tobacco is a government monopoly. 在有些国家, 烟草是政府的专卖品。
10. **Continental** /kɒntɪ'nentl/ *adj.* (mainly BRIT) situated on or belonging to the continent of Europe except for Britain (除英国外) 欧洲大陆的。这是典型的英国英语用法, 因英伦三岛与欧洲大陆隔离开来, 故英国人用开头字母大写的 Continent 特指欧洲大陆。
11. **Luxembourg** /'lʊksəm,bə:g/ *n.* 卢森堡, 全称卢森堡大公爵, 位于德国、比利时和法国之间。

Reading Comprehension Questions 阅读理解

1. How large is the BBC? What kind of broadcasting corporation is the BBC?
2. What major national stations does the BBC consist of?
3. What is the digital development of the BBC?
4. What has the BBC done to serve its world-wide audience?

Exercises 练习

A. Decide whether the following statements are true or false.

1. The BBC is a public service broadcaster and the world's largest broadcasting corporation.
2. The BBC is completely free from both political and commercial influence and answers only to its viewers and listeners.
3. In addition to its five major national stations, the BBC has other national stations on digital radio platforms.
4. The BBC World Service is broadcast both worldwide and in the UK on shortwave radio.
5. We can have an easy access to all of the national, local and regional BBC radio stations and the BBC World Service over the Internet now.

B. Fill in the blank in each sentence with the appropriate form of the given word in the bracket.

1. The success of the villagers' _____ program over the past 15 years has provided valuable experience for the introduction of further democratic reforms. (*autonomous*)
2. The company revealed the 15 most _____ employees for their contributions to its development over the past three decades. (*influence*)
3. In biology, _____ is change in the inherited traits of a population of